

The Art of Finding Work

Finding Work During a Pandemic

Welcome to 2021—a fresh start!

In the best of times, searching for a job is a stressful and overwhelming process. Now there's a global pandemic adding to the challenges of finding a job.

While it may appear there aren't as many jobs now as there were pre-pandemic, there are jobs. In 2021 job search success will require adjusting your expectations and bringing your A-game to your job search.

The following five tips will help maximize your efforts during these unprecedented times.

1. Establish 2021 Job Search Goals

Clear goals will drive your job search in the right direction and dictate where to invest your time. Establish concrete (measurable) daily and weekly goals such as:

- Sending out X number of resumes
- Researching and reaching out to X number of companies
- Networking to reconnect with former colleagues
- Posting and commenting on LinkedIn to draw attention to your profile

The key is consistent job search activity.

IMPORTANT: It's a mistake, and inefficient, to apply to every position you come across (aka. "spray and pray"). Choose job opportunities that align with your career objectives.

2. Upload Your Resume to the Cloud

Your resume needs to be at your fingertips, ready to be sent at a moment's notice. If you can't access/send your resume/cover letter within five minutes of a phone conversation, you're too slow! Cloud storage services include Google Drive, Dropbox, Microsoft's OneDrive.

3. Update Your LinkedIn Profile

It's estimated 95% of HR professionals and recruiters utilize LinkedIn as their primary tool to mine and identify talent. Having a current LinkedIn profile with a recent profile picture is non-negotiable.

For your LinkedIn profile to attract opportunities adopt these techniques:

- Give your LinkedIn headline lots of thought. Your headline is the most crucial field for LinkedIn's search algorithm. You won't stand out to hiring managers and recruiter by only listing your job title. Use up all the characters available (120), and make sure to use strategic keywords to highlight the value you bring. Instead of "Accounting Manager," change it to "Accounting Manager at Walmart Canada | Financial Strategy & Analysis | Budgeting | Managing \$65M in Revenue." When applicable, mention metrics (numbers mean everything in business). TIP:

Reworking your headline every 2 weeks by changing keywords will significantly increase your exposure.

- Customize your LinkedIn URL, so it contains relevant information and keywords such as your name, job title, and/or job industry. To do this, click "Edit profile" and click "Edit" next to your LinkedIn URL.

- Update your LinkedIn status daily to stay on the radar of everyone in your network. Every day share interesting articles, facts, quotes, or comment on posts. Other methods of showing up in LinkedIn news feed: obtaining recommendations, acquiring new connections, joining groups. To ensure people are notified of your actions on LinkedIn, go to "Privacy & Settings" and turn on your activity broadcasts.

4. Practice Video Interviewing

Given the current world situation, your interviews will most likely be virtual on platforms such as Zoom or Skype. Therefore, test your technology, check your Internet connection, and make sure your camera and microphone work properly.

Carefully choose where you'll be conducting your interviews. Find a location with optimal lighting, preferably near a window and a blank wall (not white) to minimize distractions ensuring you're the focal point. If you're using Zoom, select the option "adjust for low lighting" to maximize your lighting.

Cannot be overstated — practice ahead of time! Call a friend to make sure your equipment works, and you feel comfortable navigating whatever video conferencing platform you'll be using. Since there could be a slight delay, practice speaking and listening virtually; after answering a question, pause for a moment.

5. Create a Twitter Job Search List (BONUS tip)

Twitter is a tremendous untapped resource for job seekers—companies, recruiters, and job boards are continuously tweeting jobs. To gain visibility to these job opportunities, create a Twitter Job Search List, which you should review daily, populated with recruitment agencies, recruiters, hiring managers, company hiring handles (@RogerCareers, @CityTOjobs, @FordCareers), and job board websites that align with your job search goals.

2021 will be a challenging year for job seekers; however, with extra effort and persistence, you'll find an employer that deserves you.


Nick Kossovan, a well-seasoned veteran of the corporate landscape, offers advice on searching for a job. You can send him your questions at: artoffindingwork@gmail.com



Nick Kossovan



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Nova Scotians on Top 100 Most Powerful Women List

By Maurice Rees

On December 3rd, Premier McNeil released the names of five women, who have been added to the 2020 list of Most Powerful Women in Canada. The Women's Executive Network (WXN) list included a corporate executive, a deputy minister and a journey person.

Three women who lost their lives in service in 2020 were named in this year's new category, Women of Courage. This award recognizes women who champion our country and its values with courage and compassion, even as it means risking their careers, reputations and, sometimes, their lives.

Const. Heidi Stevenson served as a member of the Royal Canadian Mounted Police for 23 years and lost her life in the line of duty, attempting to stop and apprehend an

active shooter in April.

Sub-Lt. Abbigail Cowbrough was a naval officer serving on HMCS Fredericton. At the age of 23, she was one of six Canadians who died in a helicopter crash during a retrieval exercise in the Mediterranean Sea in April.

Capt. Jenn Casey, a public affairs officer with the Canadian Snowbird team, died in May in a jet crash during Operation Inspiration, the Snowbird's salute to Canadians and frontline workers during the COVID-19 pandemic.

As the longest-serving deputy minister in Nova Scotia, Kelliann Dean was chosen as a CIBC Executive Leader for exemplifying what it means to be a great leader who builds confidence in, and champions, others. Ms. Dean has served and advised premiers and ministers since 2004. Currently,

she is the deputy minister of Intergovernmental Affairs and Trade and the chief executive officer for the Nova Scotia Office of Immigration.

Also named among the top 100 are Heidi Jamieson-Mills, senior vice president of finance, reporting and treasury for Sobeys Inc. who received an Intact Professionals award, and Raelynn Hawco, a power technician journey person who is being recognized for excellence in the skilled trades.

"These incredible women should be recognized and celebrated for their remarkable work in their professional and personal lives, and for their sacrifices," said Premier McNeil. "The next generation of girls and women can take inspiration from these award winners as they pursue their own goals."

View WXN Most Powerful Women: Top 100 award winners: <https://wxnetwork.com/page/top100awards>

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Fax: 902-895-9544

Amherst
35 Church Street
Amherst, Nova Scotia
B4H 3A7
Telephone: 902-667-8679
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